



# 2021-2025 TERM IN REVIEW

A Recap of the Accomplishments of the City of Olive Branch



Dear Residents,

As we reflect on these past four years, I am incredibly proud of what our community has achieved together. From 2021-2025, the City of Olive Branch demonstrated exceptional financial responsibility, substantial investments in infrastructure, a commitment to public safety and community engagement, and a forward-looking approach to development and technology. These accomplishments reflect a strategic vision to support continued growth, maintain high quality of life, and position the City as a regional leader in innovation and service delivery. These efforts point to a strategic balance between growth, community wellbeing, and financial responsibility. It has been my pleasure to serve you as Mayor for the last four years. Working with the Board of Aldermen, City Staff, residents, and business leaders we have accomplished many positive things. Olive Branch is truly a great place to live, work, worship, and play. As we continue to live the mission statement of the City of Olive Branch, this report best reflects the accomplishments of this previous term and the future direction of our City.

Sincerely,



Kenneth R. (Ken) Adams  
City of Olive Branch Mayor



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## Financial Stewardship and Governance

- Highest bond rating of any Mississippi municipality.
- No property tax millage increase for 11 consecutive years.
- Debt maintained under 10% of assets.
- Emergency Fund with a balance of \$4.5 million.
- Secured \$30.47 million in bonds and a \$1.25 million low-interest loan for public safety.
- Lowest municipal millage rate in DeSoto County.
- Adopted balanced budgets and completed annual audits without material findings.

## Key Recognitions & Certifications

- Certified as a Main Street Community, Certified Farmer's Market, and Certified Retirement Community.
- Recognized with awards for innovation and community engagement.

## Legal, Regulatory, and Administrative Highlights

- Managed all annexations, redistricting, and zoning processes.
- Drafted local legislation enabling special sales tax initiatives to fund parks improvements.
- Negotiated acquisitions of critical properties below market value.
- Maintained a low litigation risk profile.
- Added critical staff positions and expansion of City Staff to almost 500 staff members.
- Implemented workplace safety programs, training, and employee recognition.

## Economic Development and Planning

- Facilitated over \$562 million in new industrial investment.
- Secured the Career Tech East campus site in partnership with DeSoto County Schools.
- Updated the 2040 Comprehensive Plan to incorporate annexed land and census data.
- Adopted a Property Maintenance Code, resolving more than 11,500 code enforcement cases.
- Implemented design standards and use limitations to ensure balanced development, including restrictions on convenience store proliferation.

## Building, Permitting, and Code Services

- Issued 740 new home permits, 84 commercial permits, and 22 industrial permits.
- Completed more than 16,000 inspections.
- Provided training and earned multiple staff certifications from the International Code Council.

## **Digital Modernization and Communications**

- Launched a new city website with online public records processing and business licensing.
- Enhanced transparency through live-streaming of meetings, e-newsletters, and real-time alerts.
- Grew the City's social media audience to over 50,000 followers across multiple platforms.
- Installed new digital welcome signs and modernized internal communications.
- Established the Mayor's Youth Leadership Council to foster civic engagement among high school students.

## **Parks, Recreation, and Quality of Life**

- 6 pickleball courts, 4 soccer fields, a restroom/concession facilities, 405 additional parking spaces, a disc golf course, and walking trail expansions.
- Enhanced Ivy Trails City Park and installed playground equipment.
- Launched a Community Garden pilot with 17 plots.
- Added new decorative lighting in Historic Old Towne on City Buildings.
- Hosted record community events: Mardi Gras Parade, Light the Way Festival, Wheels and Wings, Trunk or Treat, Touch-A-Truck, Veterans Luncheon, Movies Under the Stars, and more.

## **Airport (Olive Branch Airport – Taylor Field)**

- Recognized as Mississippi's busiest airport, breaking operational records three years in a row.
- Completed runway refurbishment, airfield lighting upgrades, and taxiway improvements.
- Action Construction for a 12,000 sq. ft. corporate hangar, remodeled terminal spaces, and improved fuel access with a self-service pump.
- Installed new signage, upgraded security systems, and expanded staffing for better service.

## **Public Works & Utilities**

- Installed new water, gas, and sewer infrastructure, including multiple lift stations and water mains.
- Action Construction on a modern Public Works facility and self-performed substantial construction work, saving over \$100,000.
- Upgraded sanitation and drainage systems (culvert replacements, storm response).
- Expanded the truck fleet with several pieces of new equipment for more reliable resident services.
- Enhanced safety with new PPE, training programs, and incident tracking.

## Public Safety & Emergency Services

- Approval to begin construction of Fire Station No. 6.
- New Animal Shelter under active construction.
- Acquired a Fire Administration building.
- Courthouse Renovations Completed.
- Purchased 3 fire trucks, 2 ambulances, replaced turnout gear and self-contained breathing apparatus packs.
- Installed 26 license plate reader cameras citywide, deployed body-worn cameras, upgraded in-car video systems, and established a robust drone program.
- Added new canines for 24-hour K-9 response.
- Improved safety communications: citywide tornado sirens and enhanced IT systems for emergency services.
- In the last four years, crime has steadily decreased in the number of assaults, burglaries, thefts occurring inside City Limits.
- No Homicides inside the City of Olive Branch since 2022.
- Since January 1, 2025, the Olive Branch Police Department has
  - Issued over 3,000 tickets;
  - Made over 1,000 arrests;
  - Worked over 500 accidents.
- Total Violations filed with the Olive Branch Municipal Court System: 35,356
  - Traffic Violations: 23,037
  - Non-Traffic Misdemeanors: 10,345
  - City Ordinances: 917
  - Domestic Violence Protection Orders: 15

